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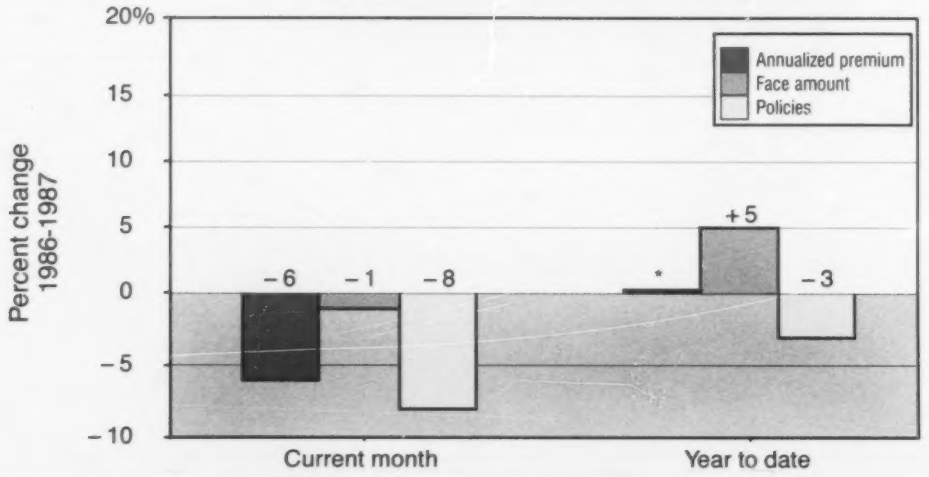
MONTHLY SURVEY OF LIFE INSURANCE SALES IN CANADA

Growth Rates for 35 Companies

Comparisons with Last Year

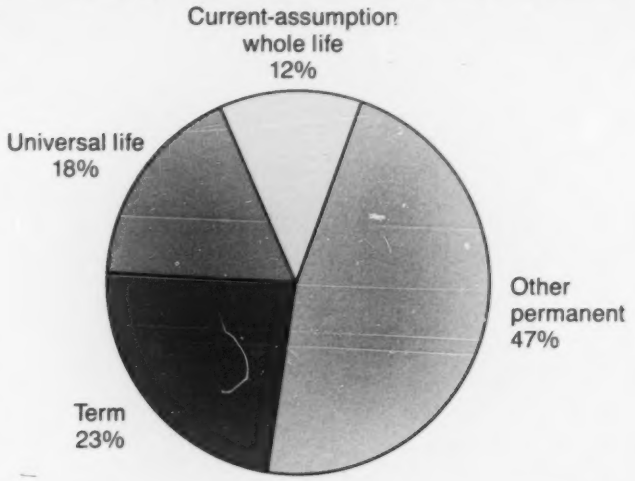


*Less than ½ of 1 percent

Individual Products

Annualized Premium Market Share by Product

20 Companies Representing 63 Percent of October Sales



	Year-to-date
Term	24%
UL	16%
CWL	14%
Perm	46%

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Individual Products (cont.)

Comparisons with Last Year

Ratio 1987/1986

		Annualized premiums	Face amount	Number of policies
Term (17 cos.)	Month	109%	104%	106%
	Year to date	116%	116%	113%
Universal life (18 cos.)	Month	98%	111%	91%
	Year to date	118%	118%	114%
Current-assumption whole life (7 cos.)	Month	54%	76%	89%
	Year to date	84%	83%	96%

Policy Characteristics by Product

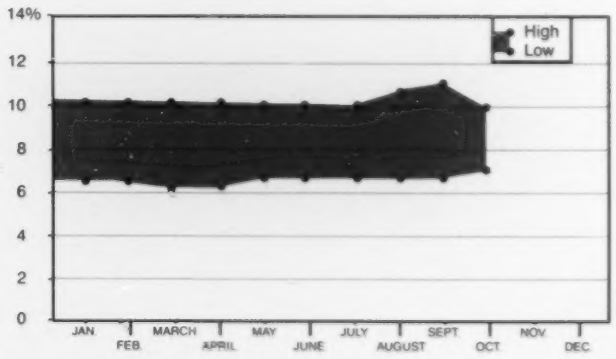
		Premium per $1,000	Average size policy	Premium per policy
Term (17 cos.)	Month	$3.41	$132,186	$450
	Year to date	$3.45	$138,250	$477
	Year-to-date ratio	100%	103%	103%
Universal life (18 cos.)	Month	$8.69	$ 85,176	$740
	Year to date	$8.96	$ 79,513	$713
	Year-to-date ratio	100%	103%	103%
Current-assumption whole life (7 cos.)	Month	$4.86	$ 58,106	$282
	Year to date	$4.98	$ 59,228	$295
	Year-to-date ratio	101%	87%	88%
Total sales (35 cos.)	Month	$6.99	$ 76,516	$535
	Year to date	$6.84	$ 76,719	$524
	Year-to-date ratio	95%	109%	103%

Universal Life

Interest Rates This Month

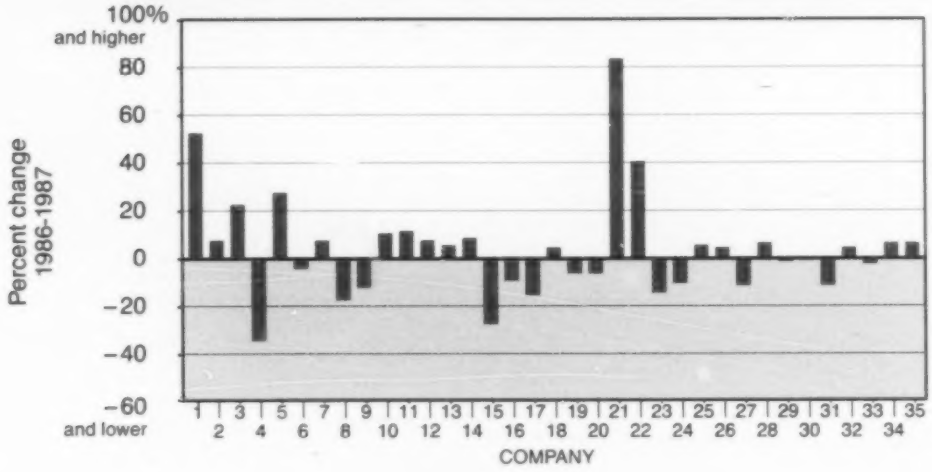
Median	9.0%
Number of cos. reporting rates	15
Number of plans reported	28
Number of new plans	0
Number of plans dropped	0
Number of plans showing . . .	
No change	15
Increases	4
Average increase	0.4%
Decreases	9
Average decrease	0.9%

1987 Interest Rate Range



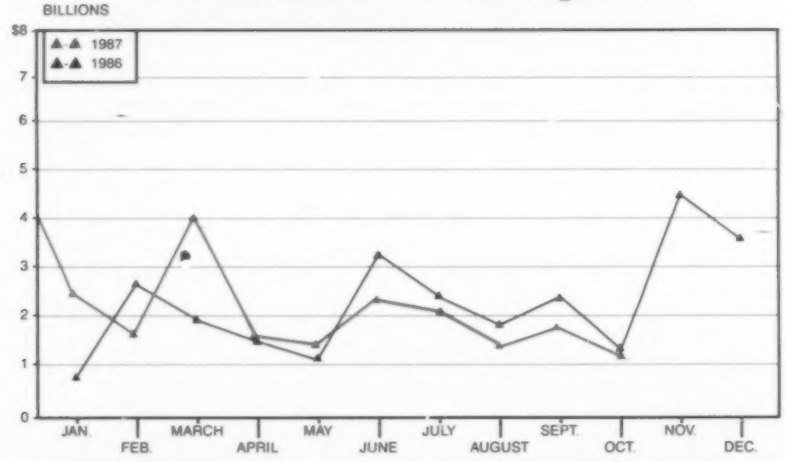
Growth Rates by Company

Annualized Premium Growth – Year to Date

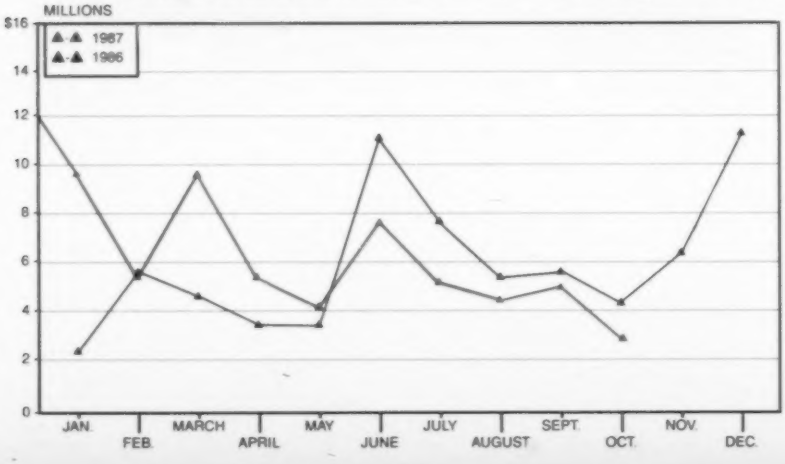


Group Sales

Face Amount – 15 Companies



Annualized Premium – 11 Companies



October Sales

	Annualized premium (000)		Face amount (000)		Number of policies	
	1986	1987	1986	1987	1986	1987
Ordinary						
Month	$ 48,640	$ 45,714	$ 6,627,563	$ 6,540,541	92,966	85,479
Year to date	$407,561	$408,232	$56,683,014	$59,723,225	801,670	778,472
Group						
Month	$ 4,261	$ 2,863	$ 1,306,757	$ 1,018,794	–	–
Year to date	$ 53,521	$ 56,773	$19,125,701	$19,525,761	–	–

About the Survey

This survey gives ordinary sales results of a group of companies that report three measures of sales performance—face amount (volume), annualized premiums, and number of policies. From these data, premium per $1,000, average size policy, and premium per policy, as well as trends in those statistics, are derived. Sales results by product are also shown for a subset of the contributing companies.

The definition of new sales excludes revivals, indexed increases, dividend additions, reinsurance acquired, credit insurance (coverage of obligations not exceeding 120 months' duration), and products without insurance (such as annuities and Canadian pension bonds). The data include mass-marketed ordinary business.

The ordinary results are based on the experience of 35 companies plus six subsidiary companies operating in Canada. The contributors represent 78 percent of the 1985 Canadian ordinary volume sold. Since no industry data are available on total annualized new ordinary premiums, the proportion of total premiums represented by these companies cannot be determined. The business of these contributors may not represent the industry proportions of participating and nonparticipating policies and of term and permanent insurance sold; therefore, statistics (such as premium per $1,000) derived from the experience of the contributors may not represent the experience of the industry as a whole.

The survey also provides group sales volume and annualized premiums under new or amended contracts. These results are based on the experience of 15 companies operating in Canada. The contributors represent 58 percent of the 1985 Canadian volume of new or amended group contracts.

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Contributors

Ætna Canada
Allstate Life of Canada
Assumption Mutual Life
Assurance-Vie Desjardins
Canada Life*
COLONIA Life†
Commercial Union Life of Canada
Confederation Life*
Co-operators Life
Crown Life†
Equitable Life of Canada
Financial Life of Canada†
Great-West Life*†
Imperial Life of Canada*
Industrielle-Alliance Vie*†
(includes North West Life of Canada)
Knights of Columbus†
La Laurentienne†
Laurier Life†
London Life*
Manufacturers Life†
Metropolitan Life*†
(includes Metropolitan Life of Canada)
Mutual Life of Canada*†
National Life of Canada*
New York Life*†
(includes New York Life of Canada)
North American Life (Canada)
Prudential of England*†
(includes Prudential Life of England)
Prudential of America*†
Royal Life (Canada)†
(includes Royal Life of Canada)
Seaboard Life
La Solidarite
State Farm Life†
Sun Life of Canada*†
Transamerica Occidental Life†
(includes Transamerica Life of Canada)
L'Union-Vie†
Zurich Life of Canada†

*Company contributes both ordinary and group data
Companies contributing group data only: Ætema-Vie and La Sauvegarde
†Company is included in product market share chart

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QUARTERLY SURVEY OF INDIVIDUAL ANNUITIES IN CANADA

Third Quarter Sales

Accumulation Annuities

	RRSPS (Registered Retirement Savings Plans)			Nonregistered		
	1986	1987	87/86	1986	1987	87/86
Number of new contracts (17 cos.)						
1st quarter	70,096	64,801	92%	5,177	6,074	117%
2nd quarter	24,463	22,816	93	3,778	5,659	150
3rd quarter	12,922	15,729	122	3,098	5,219	168
4th quarter	19,352			5,035		
Year total	126,833			17,088		
Premiums* (18 cos.)						
1st quarter	$ 552,686,272	$653,501,614	118%	$ 82,196,751	$130,729,757	159%
2nd quarter	264,337,087	323,210,633	122	53,509,957	112,001,759	209
3rd quarter	194,779,371	255,820,448	131	61,271,121	104,470,819	171
4th quarter	264,069,408			97,521,890		
Year total	$1,275,872,138			$294,499,719		
Number of payments* (10 cos.)						
1st quarter	223,443	230,123	103%	30,427	32,201	106%
2nd quarter	145,363	239,308	165	29,471	56,137	190
3rd quarter	141,536	298,651	211	29,853	77,773	261
4th quarter	152,131			31,802		
Year total	662,473			121,553		

*New and existing contracts

Payout Annuities – Life

	RRSP Income			Nonregistered		
	1986	1987	87/86	1986	1987	87/86
New contracts (17 cos.)						
1st quarter	5,970	5,286	89%	892	834	93%
2nd quarter	6,639	3,724	56	927	843	91
3rd quarter	3,472	2,894	83	961	1,019	106
4th quarter	3,820			1,284		
Year total	19,901			4,064		
Premiums (19 cos.)						
1st quarter	$174,609,522	$158,561,557	91%	$ 28,453,373	$50,891,264	179%
2nd quarter	222,599,094	121,431,733	55	29,975,052	44,373,827	148
3rd quarter	127,053,470	100,073,201	79	43,192,830	48,756,618	113
4th quarter	124,784,561			45,424,204		
Year total	$649,046,647			$147,045,459		

	RRSP Income by Source					
	Internal transfers			External money		
	1986	1987	87/86	1986	1987	87/86
Premiums (10 cos.)						
1st quarter	$18,751,989	$21,900,921	117%	$ 55,963,834	$40,553,130	72%
2nd quarter	17,031,781	28,587,254	168	113,634,117	35,667,159	31
3rd quarter	14,438,612	18,248,098	126	52,709,625	32,802,808	62
4th quarter	13,658,381			51,165,833		
Year total	$63,880,763			$273,473,409		

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